



**Auðkenni útgefanda/Trade ticker:**  
**HAGA**

**Nafn útgefanda/Issuer:**  
**Hagar hf.**

**Dagsetning tilkynningar/Date of announcement:**  
**27.7.2015**

**Nafn fruminnherja/Name primary insider:**  
**Kjartan Már Friðsteinsson**

**Tengsl fruminnherja við útgefanda/Insider's relation with the issuer:**  
**Framkvæmdarstjóri Banana ehf.**

**Dagsetning viðskipta/Date of transaction:**  
**27.07.2015**

**Tímasetning viðskipta/Time of transaction:**  
**15.00**

**Tegund fjármálagernings/Type of financial instrument:**  
**Hlutabréf**

**Kaup eða sala/Buy or Sell:**  
**Sala**

**Fjöldi hluta/Number of shares:**  
**13.532**

**Verð pr. Hlut/Price per share:**  
**36.95**

**Fjöldi hluta í eigu fruminnherja eftir viðskipti/Primary insider's holdings after the transaction:**  
**961.639**

**Fjöldi hluta sem fruminnherji á kauprétt að/Primary insider's option holdings after the transaction:**  
**0**

**Fjöldi hluta fjárhagslega tengdra aðila eftir viðskipti/Related parties' holdings after the transaction:**  
**0**

**Dagsetning lokauppgjörs\*/Date of settlement\*:**  
**29.07.2015**

**Athugasemdir\*/Comments\*:**